WEEKLY REVIEW

Autumn Leaves Still Falling

An order running well into four figures received this morning from one of Mr. Meyer's customers.

Not all of the big orders are closed yet and there are hundreds of smaller ones.

The Weekly Review

Published in the Interest of the Sales Department of the Gerlach-Barklow Co.

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WEEK ENDING, AUG. 28th

While this week has not been the largest of the month it ranks number two in the point of increase it ranks number one, both in amount and percentage. We are pleased to say that we came very near reaching the 100% mark this week and, anticipating somewhat, indications for the week ending September 4th, we will have more than passed the 100%. Taking the entire month we certainly have no complaint to make of the increase. It is true we would have been very glad to have made it 100% all the way through, but such increases as we have made are not to be sneezed at, for it must be remembered that our 1908 business was, generally considered, phenomenal. You can form your own conclusions what our 1909 business is going to be.

Last year we were practically unknown, at least we were unknown to a large part of the calendar buying public early in the year, when the best business was being placed. We had to introduce ourselves and we think even our competitors will admit that we have been introduced in a way that we are likely to stay introduced, and in a way that is going to make it easier for G.-B. salesmen to secure business in the future.

Take for example the order secured by Mr. T. R. Gerlach over the long distance telephone last Thursday just as the Review was going to press. This order was from a coal dealer in one of the large Western cities. It is a concern that makes it a rule to place its orders late in the season. Last year one of our competitors secured the order, as it had the year previous. At the time the order was placed last year, we did not have a representative present. We had simply submitted samples and our price being higher than that of our competitor for the same size calendar, the order went against us. We believe that if we had had an opportunity to properly present the difference in quality of our goods we would have secured the order last year. This year Mr. Gerlach saw to it that the customer understood fully the matter of quality and this year the order was given on the basis of quality, consequently, when the time came to place the order, it was given to Mr. Gerlach over the long distance phone and was immediately followed up with a confirmatory letter. Furthermore the order was placed at a higher price for a smaller calendar than was used last year, which is evidence of the fact that the customer recognized the quality of our goods. As stated in the Review last week, the order amounts to nearly $1500.00.

In fact we are having evidence of that kind nearly every day. Concerns that place large orders have evidently heard of the Gerlach-Barklow Company and its goods, for we are being asked to figure on their business. Furthermore, when we figure on their orders, we get our share of the business. We are convinced that the G.-B. Company and G.-B. salesmen have a wonderfully bright future before them. We would not be greatly surprised if we make fully as large an increase next year as we have this year.

The way business is coming in since the first of September encourages us to believe that we are going to do a very much better business for the next two or three months than we did for the corresponding months last year, even though the business last year was all that could be expected. Of course the final result depends absolutely on the salesmen. We believe there is plenty of business to be had if you will only go after it. The fact that young men here in our office are going out Saturday afternoons and picking up orders under adverse conditions is evidence on this point. Now if every man will put forth his best efforts and feel that he is going to get returns we will wind up the campaign of 1909 in a most satisfactory manner.

REVIEW OF THE WEEK

In spite of the fact that we have made a remarkably big increase over last year, no one salesman did any record-breaking stunts, though it is true there are a number that se-

cured a mighty nice business. For example, Mr. Meyer who stands No. 1 secured business only three days, but during that time he got seven orders. His best business was on Tuesday when his three orders amounted to nearly $400.00. One order was from a Bank and called for 1500 Davis DeLuxe. On the same day he got an order from another Bank and their selection was "A June Rose" in DeLuxe style series D27. It is especially appropriate that Mr. Meyer should sell DeLuxe calendars as our first order for double mount calendars came from one of his customers.

It took Mr. Lott more days to secure his business. He got at least one order every day, his total amounting to nearly as much as to that of Mr. Meyer. His best order of the week was secured on Friday, his customer being a manufacturer of Electrical Appliances. The order consisted of 12,000 Fairy series Mailing Cards with envelopes and 24,000 Fairy Series blotters. The entire order amounted to nearly $400.00. This week's business goes a long way in helping out Mr. Lott's average for the month.

Mr. John D. Thompson is No. 3 with a clean week and a very fair total for any time of the year. Mr. Thompson credits a share of his success to Mr. K. H. Gerlach, who spent part of the week with him and he tells of Mr. Gerlach's visit in a letter which will be found elsewhere in this issue. Their largest order was a special, which amounted to just under $200.00.

Mr. Conkling who has been laid up with blood poisoning for two whole weeks or more was able to get out and do a little work this week, in fact he reported business three days of the week, having secured a total of seven orders and there were several good ones in the lot. His best order came from a Bank and calls for 1,000 calendars, 900 of them being series 20 Mount and 100 Davis DeLuxe, for the ladies. By the way, it would be a good idea for you salesmen to just remember that Banks ought to have some calendars especially for the fair sex. Frequently all that is necesary is simply to suggest the matter and the order follows.

Mr. Cies secured some business every day, no very large orders, but as we have frequently remarked, if you get enough small orders the total will take care of itself. This time he had 13 altogether. Mr. Cies admits that he does not get his share of the large orders. To make up for it he tries to get some business every day and as many orders as possible. It is really a disappointment to him if he loses out a day and when he is in good health such disappointments are rare. He came near having just such a disappointment on Saturday, August 28th. After it was all over he wrote us about it Sunday and we are going to incorporate his letter right here:

You should have seen me yesterday morning, standing on a curbstone in the rain looking grim defeat in the face and almost indulging in profanity. I had worked H.; gone with my broom and dust pan and swept out every nook and corner the day before. I knew there was nothing left, and I was there because a pusillanimous ignoramus of an idiotic agent didn't know enough to give a man a correct report on his train. It was raining and 14 miles to another town. When a fellow has worked hard all week and not sent in a blank report a predicament of this kind on Saturday morning doesn't add zest to his feelings and I am afraid I used some pretty strong slang before I went out in the rain and got cooled off. Then I decided to put up a fight for a clean week right on the spot where I was licked and I sent you a report of the fight last night. I think there is another chapter to this story which will be ready for publication about the first of October.

H. W. CIES.

Mr. Cies' fight brought an order amounting to about $30.00, but the important part of his story is not the amount of the order but the fact that he got the order at all after having given up the town as being completely worked. If Mr. Cies can go out and get business under those conditions how many towns are there that have not been worked by a G.-B. salesman where a good man cannot get some business. We do not believe there are many.

Mr. S. L. Smith didn't get business every day but his four orders give him a total that he needn't be ashamed of. He sold a Paint Company 1,250 Davis DeLuxe using as the subject that old favorite, "His Last Farewell," the order amounting to over $160.00. Then he sold an Auto Dealer 12,000 of the large size Palm blotters. Do you notice the number of large orders that are being received for blotters and mailing cards? If you are not selling these articles, you are losing money right along. We believe you can do it if the others can.

Mr. Publow sent in business five days of the week and secured 10 orders, with a very satisfactory total.

If Mr. Switzer had been a regular salesman, he would be included with the bunch right about here with his seven orders. His best order was from a Manufacturer of petticoats and the order calls for 1,200 P. S. post cards and 3,600 Kenynon Mailing Cards.

There were quite a number of others who did creditable work, among them Mr. Marks who secured an order in direct competition with an old house. These people took the pains to write to us stating that they were ready to consider our line as they had promised last year after placing their order elsewhere. In sending in the order, which amounts to considerably over $100.00, Mr. Marks says:

Murphy's man was here about a week ago and B. & B.'s man day before yesterday, but I walked away with it easily.

It is such victories as these that give the salesman confidence in his house and in his line.

Other good reports were received from Mr. Lambert, who sold a Clothing and Shoe dealer 750 mounts in series M6. Mr. Fairairn sold one of his good customers 6,000 of the Kenynon mailing cards. Mr. Reilly sold a Coal dealer $100.00 worth of series D27.

Days' Business.

Four men went through the week without a skip, Messrs. Cies, Lott, McCully and Thompson. Unfortunately the number two list is too short, there being only two men who missed only one day, Huffert and Publow. Now that the weather is generally pleasant we are expecting better records under this head. We would like to see you put forth your very best efforts every day. What others can do you can do.

Number of Orders.

The writer recalls the time when there were two or three salesmen who used to average not less than 15 orders a week at this time of the year and has known them to go up to 25 and 30 orders in a week. It is therefore with no great degree of satisfaction we report that Mr. Cies with his 13 orders heads the procession and that Mr. Publow is second with 10 orders. While there are quite a good many large orders yet to be placed we admit the bulk of them have been taken. There are, however, hundreds of orders of medium and small size which can be secured if you will go after them. Mr. Donoghue of this office started out Saturday afternoon to visit an adjoining town which is reached by trolley and is therefore worked to death, and in spite of the fact that he found the town enjoying a picnic and there were very few business men to be seen, he secured two orders and has prospects for others. We trust, therefore, that salesmen will try to make up in numbers what they lack in size.

Three Early Shipments

Occasionally we get an order calling for delivery at destination at a certain time. It is very bad policy to take such an order because it places the responsibility entirely upon us. It is all right to promise shipment at a certain time. If we cannot make shipment at that time we can notify the customer to that effect and he can take the responsibility of saying whether we shall ship it at a later date. If we accept an order with the provision for delivery at a certain date, then it doesn't make any difference if the railroad company is at fault or not, we have to stand the loss. Make it a point to avoid promising delivery at any appointed time. Confine your promises to the date of shipment. We must again call your attention to the matter of sending in orders for immediate shipment, from people who are not rated. Such orders should be accompanied by information which will enable us to pass on credits.

NEWS FROM THE FIELD

What I Learned From K. H. Gerlach

As stated elsewhere, Mr. Thompson has taken pains to tell us about his experience with Mr. Gerlach as will be seen from his letter. It was his desire to get all the assistance possible in making himself a better salesman rather than in closing any definite business.

Several months ago when the company wrote to the salesmen announcing the plan of having Mr. Gerlach visit each salesman and asking if the men wanted to spend the allotted time in closing up prospects or in demonstrating his methods of selling calendars. I answered that I would want him for the latter purpose, although it was very tempting to work up some big prospects and have a man of Mr. Gerlach's

closing ability to seal them up. But for the lasting good I felt it would do me, I wanted him to travel three days with me so that I could watch him take them as they came.

With this in mind, when Mr. Gerlach came we started for two towns I had not previously done any work in. Towns that I had picked out for us to work for the reason that Mr. Gerlach would know as much about them and the people as I would and my personality would not enter into the matter at all.

Now as to the points I took in by watching Mr. Gerlach, I found out early in the day that I had been wasting time in showing too many goods. I had always followed the plan of showing at least a representative line of our great subjects and try to have the goods overawe the customer and then find out the picture he liked best, after which I would try to drive a bargain and close an order.

Mr. Gerlach's methods are entirely different and I was paralyzed when night came to find that in the first day's work Mr. Gerlach had secured three orders and come very close to getting several others, had done considerable missionary work and still had not shown our entire line once in the whole day. He seemed to have a definite proposition to offer every person we called on. By judicious questioning a prospect in his little preliminary talk he would note little matters and make up his mind to concentrate his efforts on a single proposition and no other. He would drive it hard and trusted to his own judgment as to whether he had selected the proper proposition to suit this particular case.

But I want to say that he seemed always to have a scheme that the prospective customer thought was just right. It might be the Jumbo Hanger idea for schools, or the large "Sentinel" Hanger for public places, or DeLuxe calendars, or mailing cards, or ordinary mounted calendars, or card boards or blotters. It was some one thing and, in his talk Mr. Gerlach would slip his hand into the sample case, pull out the particular sample he was talking about and say in an off hand way that we had over 400 samples in our line and it was unnecessary to waste any more time in looking them over when this particular sample and method was in his (Mr. Gerlach's) opinion the best, and the man would be satisfied in not seeing the whole bunch of stuff. Mr. Gerlach would then drive an issue on the proposition he had decided to try on the This man and live or die on that proposition and it was something most wonderful to me to see that whether they bought or not, everyone of them seemed to think Mr. Gerlach's plan was a grand idea.

By using this method it amazed me to see how many people Mr. Gerlach could get to a buying or closing point one way or the other in a day's time. Why on the common laws of percentage he would sell a great many more orders in a week than I would because I would have a great deal more of my time taken up showing goods.

I think the secret of Mr. Gerlach's success is his ability to gain the confidence of his prospect and convincing him early in the interview of his familiarity with the advertising game and then taking out little points in the man's conversation and using them in deciding on a definite proposition, and presenting that proposition in a logical and convincing manner. I am going to try to mould myself into that way of handling the work and while it is difficult to make a complete change of one's methods immediately, nevertheless, I sold a $48.00 order two days after Mr. Gerlach left me after using only two samples, so I feel that I will be able to work myself into using methods that will produce better results and save J. D. T. many a backache in stooping to get out samples.

We certainly had a great three days together and I am very grateful to both the company and Mr. Gerlach for the opportunity to have this experience and I feel I have gotten a vast amount of lasting good from it.

There were many comical things happened and I was especially amused at the way Mr. Gerlach turned a Jeweler's "No" to "Yes" after his wife had put in her say against the proposition by asking what his wife would think if he told her "how much pepper to put in the soup," and the man took the hint for him to run his own business and gave the order. Another funny one on Mr. Gerlach was when we went into a bottling establishment and he was going to demonstrate a certain method to me and then when he got inside he found the proprietor could not speak English very well and K. H. promptly switched off and talked German. When we got out I told Mr. Gerlach that that demonstration did not do me much good as I did not happen to understand German.

JOHN DEAN THOMPSON.

For fear that you may get the idea that it is never necessary to make a big display let us

say that there are occasions when it is best to do so. If the buyer places a large order and has a number of lines in competition it is generally advisable to impress him with the importance of the G.-B. line, and this can hardly be done without making an art gallery display. However, for ordinary work among medium buyers, the plan described by Mr. Thompson is the only feasible one. It enables you to take so many more chances to secure business.

Calendars Pay

How many times does a salesman run across business men who say that calendars don't pay? Of course the fact that twenty millions of dollars are spent each year for calendars, the bulk to the most progressive business men in the country, ought to be argument enough in favor of calendars, for it must be admitted that these good business men would not continue to spend so much money if calendars did not pay them. It is not always possible to point to concrete cases showing the direct benefit derived from calendars, because it is seldom that one runs across such cases. Mr. Brooks had the good fortune to run across such an instance several days ago. He sold a Furniture Company 6,000 small Palm blotters and during his conversation with the buyer gained some interesting information which we give herewith:

The Hardware Supply Company of ——— bought a calendar of you last year. One of these was mailed to ——— Furniture Company of this town. The proprietor tells me he had never heard of the Hardware Supply Company, but since he has received the calendar he has bought several hundred dollars' worth of goods from them and that what he has spent with them he considers was sold him primarily by the sign which they hung in front of him. This gentleman is willing to be quoted to this extent.

J. B. Brooks.

If any of your doubting prospects question this statement, we will be pleased to furnish the name and address of the customer.

There Was Business There

Whether you follow yourself or some other salesman it is seldom that a town is worked absolutely clean. Mr. H. B. McDonald tells of visiting a town after several other calendar men had convassed it thoroughly. He secured two orders amounting to about $50.00. They got nothing. Here are his terse comments:

Well, two calendar men were here Saturday, both of them got "0." I found two and this is a very small town. One said, "I have bought." Well, he bought post cards, too, from me. The other said, "No good." I said I certainly agreed with him if he did not get the right kind. Alice in the large mount did the business.

H. B. McDonald.

PALM SERIES MAILING CARDS

SIZE 3½ X 7

Sell same price as M. S. Series (4 x 7) in Price Book.

Just show them and you'll be kept busy writing orders.

FANS

FOR NEXT SUMMER

Just to help you make some new Fall records we are putting out a series of fans — samples going out today. There are four subjects only selected from the new Kenyon Series and they unquestionably represent **the best fan value ever put on the market.** Don't attempt to sell any of the other subjects shown in the Mailing Card Series as the orders could not be accepted.

Price contemplates advertisement printed on back only in one color.

POSITIVELY

no deliveries can be made prior to February 1st, 1910, and preferably a month or two later.

Prices:	500 . . .	$ 13.50
	1,000 . . .	25.00
	2,000 . . .	47.00
	5,000 . . .	112.50
	10,000 . . .	215.00
	25,000 . . .	462.50

Here is a most exceptional opportunity to boost your income — and you can easily make **fan** business pay all your expenses for the balance of the year. September, October and November are to **fans** what January, February and March are to calendars.

We are writing Canadian salesmen fully.